



The Aegis
The Weekenders
The Record
APG News

Homestead Publishing Co.

proudly publishes three community newspapers – **The Aegis** (since 1856), **The Record** (since 1868), and providing total market coverage **The Weekenders** (since 1985 – distributed to five separate zones). Homestead also publishes the **APG News**, which is the only paper distributed on the Aberdeen Proving Ground. There are also several specialty publications. The news-papers have a combined readership of 422,000 per week, delivering the news of the day our readers depend on and expect. With more than 142 years of publishing experience, **Homestead Publishing Co.**

is truly "The Voice of Harford County."

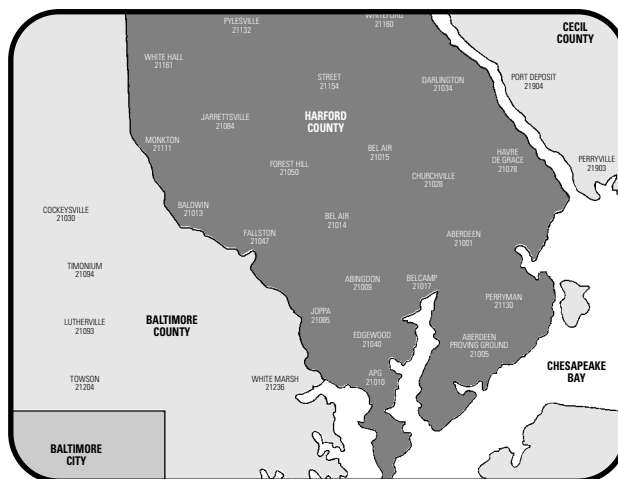
The Homestead family of community newspapers cover:

- **Harford County**
- **Southern Pennsylvania**
- **Eastern Baltimore County**
- **Western Cecil County**

distribution



Homestead Publishing Co. is a full service commercial printer, offering extended web printing, prepress and design services.



BEL AIR / MAIN: 10 Hays Street, Bel Air, MD 21014
410.838.4409/410.879.9592 • 410.838.2843 FAX

HAVRE DE GRACE / EAST: 316 St. John Street, HdG, MD 21078
410.939.4040/410.575.6727 • 410.939.2390 FAX

RATES

ADVERTISING TERMS OF PAYMENT

Commissions - rates are noncommissionable.

Terms - all past due accounts (30 days or more) are subject to interest charges of 1-1/2% per month. Advance payment and a completed credit application or prior approved credit must accompany all new accounts.

The publisher may revise these rates at any time upon thirty days written notice. Any agreement is accepted subject to this provision.

Any cancellation, change of size or correction requested by the advertiser must meet published deadlines. (Ask your account representative for details.)

ROP COLOR RATES

Requests for spot and full color advertising space will be accepted based on position availability and will incur the following additional charges per page or portion thereof per paper.

Black plus one color (spot) \$150
Black plus two colors or PMS \$250
Full color \$350



A
Audit Bureau
of Circulations

Effective January 1, 2001

ad rates

ROP RATES PER COLUMN INCH

Ads run in any Homestead Publishing Co. newspaper listed below count toward contract fulfillment. Preprints do not apply to bulk space agreements.

Size (inches published annually)	The Aegis	The Aegis*	The Record	APG News
Open Rate	23.00	16.10	6.70	10.00
100"	21.80	15.25	5.90	8.45
250"	21.25	14.85	5.40	8.10
500"	20.60	14.40	5.15	7.70
1,000"	19.90	13.90	4.90	7.50
2,000"	18.80	13.15	4.75	7.25
4,000"	18.00	12.60	4.60	7.10
6,000"	17.40	12.15	4.50	7.00
8,000"*	16.95	11.85	4.35	6.70

* Second day discount rate applies to the same ad running within seven days.

WEEKENDER RATES PER COLUMN INCH

North Bay & South Bay **6.95** East **7.00** West **7.95** North County **6.20**
All five editions **28.00**

COMBINATION RATES PER COLUMN INCH

Rates apply to the same ad running within seven days. The base rate for combination buys will be computed from the paper with the highest rate. **

The Aegis **16.10*** The Record **4.00** APG News **6.00**

* Lower rates available based on contract size. ** Total Market Coverage Products available.

INSERT RATES PER THOUSAND

THE AEGIS, THE RECORD, APG NEWS

ABC paid circulation - Aegis & Record Government contract - APG News

	1-11 Times	12-23 times	24-35 times	36-52 times
Single Sheet (8.5x11) /				
2 page standard (4 tab)	41	38	36	34
4 page standard (8 tab)	49	47	45	43
6 page standard (12 tab)	51	49	47	45
8 page standard (16 tab)	54	51	49	47

Call for pricing over 8 standard pages. Prices based on standard weight stock. Full zip codes only.

THE WEEKENDERS

Total market coverage distributed by U.S. Postal Service

	1-11 Times	12-23 times	24-35 times	36-52 times
Single Sheet (8.5x11) /				
2 page standard (4 tab)	42	40	38	36
4 page standard (8 tab)	51	49	46	44
6 page standard (12 tab)	66	63	61	58
8 page standard (16 tab)	82	80	78	74

Call for pricing over 8 standard pages. Prices based on standard weight stock. Full zip codes only.

Each weekly insertion is counted once to earn frequency discounts. If more than one publication is purchased for the same week, frequency credit will be earned for each full run insertion. A surcharge may be applied for inserts which are less than full run.

inserts



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MAIN: 10 Hays Street, Bel Air, MD 21014 • 410.838.4409/410.879.9592 • 410.838.2843 FAX
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CLASSIFIED ADVERTISING RATES PER COLUMN INCH

Size (inches)	The Aegis	The Aegis*	The Record	APG News
Open Rate	15.25	10.70	4.70	6.95
100"	14.80	10.35	3.75	5.90
250"	14.50	9.90	3.65	5.70
500"	13.90	9.75	3.45	5.45
1,000"	13.50	9.45	3.40	5.40
Over 1,000"	12.85	8.95	3.20	5.10

CONSECUTIVE INSERTIONS of the same ad with no changes

Frequency	The Aegis	The Aegis*	The Record	APG News
Open Rate	15.25	10.70	4.70	6.95
4 Times	14.95	10.50	4.30	6.72
8 Times	14.70	10.20	4.00	6.35
13 Times	14.15	9.90	3.35	6.15

RECRUITMENT CLASSIFIED DISPLAY RATES PER COLUMN INCH

Size (inches)	The Aegis	The Aegis*	The Record	APG News
Open Rate	17.20	12.00	5.60	8.25
100"	16.70	11.65	5.45	7.98
250"	16.20	11.35	5.25	7.75
500"	15.75	11.00	5.10	7.50
1,000"	15.20	10.65	4.90	7.30
Over 1,000"	14.70	10.35	4.80	7.05

* Second day discount rate applies to the same ad running within seven days.

COMBINATION CLASSIFIED DISPLAY RATES PER COLUMN INCH

Rates apply to the same ad running within seven days. The base rate for combination buys will be computed from the paper with the highest rate.

The Aegis **10.70*** The Record **3.00** APG News **4.50**

* Lower rates available based on contract size.

CLASSIFIED DISPLAY AD SIZES

1 column1.16"	6 columns7.69"
2 columns2.47"	7 columns8.99"
3 columns3.77"	8 columns10.30"
4 columns5.08"	9 columns11.60"
5 columns6.38"	10 columns13.00"

WEEKENDER CLASSIFIED DISPLAY RATES PER COLUMN INCH

North Bay **4.20** South Bay **4.20** East **4.60**
West **4.85** North County **3.60**

COMBINATION WEEKENDER RATES PER COLUMN INCH

All Zones **16.75**

classified

Rates effective January 1, 2001

Operator Trainee
Applicants must have
school diploma or
equivalent and pass
writing and chemistry
tests. Salary range is \$8.75
to \$10.00 per hour.

and

NON PROFIT

Rates shown for
8,000 inch rate for the
desired paper(s) apply.

ASSOCIATIONS

Rates shown for
4,000 inch rate for the
desired paper(s) apply.

LEGAL NOTICE

\$13.35 per column inch

AUCTION AD

\$14.85 per column inch

NOTICE TO CREDITORS

\$12.95 per column inch

DEMOGRAPHICS

- 76% own homes
- 63% are married
- 42% have children in household
- 52% have lived in residence for five years or less
- 50% have attended college
- Gender: 50% male, 50% female
- Median age is 35.5
- Median household income is \$46,554

SOURCE: Ciaritas Inc., 1997

DISTRIBUTION

- CIRCULATION: 70,000 per week
- SERVING: Bel Air, Havre de Grace, Edgewood, Fallston, Forest Hill, Jarrettsville, Joppa, Aberdeen, Abingdon, Street and Belcamp
- DISTRIBUTION: Wednesday & Friday Subscription and newsstand sales
- FORMAT: 6 columns x 21 inch broadsheet

See the rate card for specific advertising information and insert rates. ABC audited.



the aegis

Since 1856, The Aegis has provided comprehensive coverage of Harford County, including community news, politics, business, sports, schools, real estate, local organizations and so much more. The heart of The Aegis' circulation falls within Harford County's most economically vital area, and the newspaper speaks with an important voice to the community. Many of those who live in the areas served by The Aegis are young, college-educated, dual-income families with school-age children. With its long, proud tradition of strong circulation and comprehensive editorial content, The Aegis, Harford County's premier publication, is their newspaper of record.

total coverage



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EAST: 316 St. John Street, Havre de Grace, MD 21078 • 410.939.4040/410.575.6727 • 410.939.2390 FAX

DEMOGRAPHICS

- 76% own homes
- 64% are married
- 42% have children in household
- 53% have lived in residence for five years or less
- 51% have attended college
- Gender: 49% male, 51% female
- Median age is 35
- Median household income is \$46,406

SOURCE: Ciaritas Inc., 1997

DISTRIBUTION

- CIRCULATION: 4,937 per week
- SERVING: Havre de Grace, Aberdeen, Perryville and Port Deposit
- DISTRIBUTION: Friday
Subscription and newsstand sales
- FORMAT: 6 column x 21 inch
broadsheet

See the rate card for specific advertising information and insert rates. ABC audited.

the record

direct market access

Since 1868, The Record has provided Aberdeen and Havre de Grace, Harford County's largest municipalities, and the surrounding North Bay area communities with local news and information. The editorial content of The Record is geared strictly toward its modest and extremely loyal market. Residents in this part of Harford County tend to be young, college-educated, dual-income families who have children. With special weekly features such as local columns for the communities it serves, The Record has earned the trust of its readers and a reputation as one of Maryland's best weekly newspapers.



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DEMOGRAPHICS

- 76% own homes
- 63% are married, 42% have children in household
- 53% have lived in residence for five years or less
- 49% have attended college
- Gender: 49% male, 51% female
- Median age is 35
- Median household income is \$45,811

SOURCE: Ciaritas Inc., 1997

DISTRIBUTION

- TOTAL CIRCULATION: 91,650 per week
- DELIVERY: Friday
- FORMAT: 5 column x 13 inch tabloid

NORTH BAY

- CIRCULATION: 20,620 per week*
- SERVING: Aberdeen, Havre de Grace, Perryman, Perryville, Port Deposit

SOUTH BAY

- CIRCULATION: 16,980 per week*
- SERVING: Belcamp, Edgewood, Joppa

EAST

- CIRCULATION: 18,462 per week*
- SERVING: Abingdon, Bel Air, Churchville

WEST

- CIRCULATION: 22,589 per week*
- SERVING: Bel Air, Benson, Fallston, Forest Hill

NORTH COUNTY

- CIRCULATION: 12,999 per week*
- SERVING: Darlington, Jarrettsville, Pylesville, Street, Whiteford/Cardiff, White Hall, Delta and Fawn Grove, PA

*Amount subject to change.

Ask account representative for current number.

weekenders



The Weekenders, started in 1985, offer total market penetration in Harford County and select communities in Cecil County and Southern Pennsylvania. Many of those who live in the areas served by The Weekenders are young, college-educated, dual-income families with children. Editorially-based, the Weekenders are direct mailed and offer advertisers a cost-effective means of reaching their primary and secondary markets through a proven publication. The papers are distributed in five separately zoned editions, presenting the option of targeting readers geographically or reaching the entire county and surrounding communities.

total coverage

DEMOGRAPHICS

- 76% own homes
- 77% have lived in residence for five years or less
- 59% have attended college
- 57% are married
- 38% have children in household
- Gender: 49% male, 51% female
- Median age is 24
- Median household income is \$35,750

SOURCE: Ciaritas Inc., 1997

DISTRIBUTION

- CIRCULATION: 9,900 per week
- SERVING: Aberdeen Proving Ground
- DELIVERY: Thursday
- FORMAT: 6 column x 21 inch broadsheet

See the rate card for advertising information and insert rates.

apg news

The APG News is the official newspaper for Aberdeen Proving Ground, Harford County's largest employer. Published under contract with the United States Defense Department, the newspaper is distributed weekly to every employee, both military and civilian, on Aberdeen Proving Ground. With more than 100 separate institutional research, development and testing commands under seven different major Army commands, the discretionary income and stable employment status of Aberdeen Proving Ground have a strong influence on the Harford County retail market. As the only newspaper permitted to be distributed to every post employee, the APG News offers an exclusive opportunity to reach this exceptionally vital economic market.

market access

exclusive



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SPECIALTY PUBLICATIONS

In addition to our weekly publications: The Aegis, The Record, The Weekenders and APG News, Homestead Publishing Co. produces several specialty publications.

These publications include a wide variety of useful lists and resource information, so our readers refer to them throughout the year. These products are creatively designed for and strategically distributed in The Aegis and The Record.



publications

BRIDAL GUIDE

This section is a complete guide to assist with all phases of wedding planning.

Publication Date January 19, 2001
Camera Ready January 9, 2001
Space/Copy January 5, 2001

EMPLOYMENT GUIDE 1

This valuable guide provides helpful hints on how to get the job, or employee, that is right for you.

Publication Date February 14, 2001
Camera Ready February 6, 2001
Space/Copy February 2, 2001

HEALTH CARE 1

This guide features advice on nutrition and fitness, as well as guidelines for living a longer, healthier life.

Publication Date February 23, 2001
Camera Ready February 13, 2001
Space/Copy February 9, 2001

DISCOVER THE FEELING

This exciting directory offers information on all aspects of life in Harford County.

Publication Date March 16, 2001
Camera Ready February 27, 2001
Space/Copy February 23, 2001

RECREATION & TRAVEL GUIDE

This section is a complete guide to travel, vacation planning and recreation offerings in and around Harford County.

Publication Date March 30, 2001
Camera Ready March 20, 2001
Space/Copy March 16, 2001

SPRING HOME & GARDEN

This section features ideas for gardening, interior design and lawn & home maintenance.

Publication Date April 13, 2001
Camera Ready April 3, 2001
Space/Copy March 30, 2001

RELAY FOR LIFE

This publication is in support of the American Cancer Society and the Relay for Life fundraising event.

Publication Date May 4, 2001
Camera Ready April 17, 2001
Space/Copy April 13, 2001

MILITARY APPRECIATION WEEK

An essential element of Military Appreciation Week, this special tabloid spotlights Aberdeen Proving Ground and the Maryland National Guard.

Publication Date May 18, 2001
Camera Ready May 8, 2001
Space/Copy May 4, 2001

HOME BUILDERS, RE & DESIGN 1

This tabloid provides insight into the real estate industry: from buying/selling homes to custom building and design.

Publication Date June 15, 2001
Camera Ready June 5, 2001
Space/Copy June 1, 2001

ACTIVE TIMES

This guide discusses mature living: from the workforce and healthcare to leisure and entertainment.

Publication Date June 29, 2001
Camera Ready June 19, 2001
Space/Copy June 15, 2001

FARM FAIR

Endorsed by the Harford County 4-H Clubs & F.F.A. Clubs, this official guide features all essential information pertaining to the Harford County Farm Fair.

Publication Date July 18, 2001
Camera Ready July 10, 2001
Space/Copy July 6, 2001

KIDS-N-SCHOOL-N-MORE

This sections offers invaluable information for child rearing and education: from schools and daycare to family management skills.

Publication Date August 31, 2001
Camera Ready August 21, 2001
Space/Copy August 17, 2001

EMPLOYMENT GUIDE 2

This valuable guide provides helpful hints on how to get the job, or employee, that is right for you.

Publication Date September 19, 2001
Camera Ready September 11, 2001
Space/Copy September 7, 2001

HEALTH CARE 2

This guide features advice on nutrition and fitness, as well as guidelines for living a longer, healthier life.

Publication Date October 12, 2001
Camera Ready October 2, 2001
Space/Copy September 28, 2001

HOME BUILDERS, RE & DESIGN 2

This tabloid provides insight into the real estate industry: from buying/selling homes to custom building and design.

Publication Date October 26, 2001
Camera Ready October 16, 2001
Space/Copy October 12, 2001

HOLIDAY GIFT GUIDE

This festive publication offers creative, interesting solutions to holiday gift giving.

Publication Date November 21, 2001
Camera Ready November 13, 2001
Space/Copy November 9, 2001

FINANCIAL GUIDE

This special section features area experts discussing financial strategies and issues that affect your income and financial position throughout the year.

Publication Date December 28, 2001
Camera Ready December 18, 2001
Space/Copy December 14, 2001



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BROADSHEET NEWSPAPERS

The Aegis
The Record
APG News

TABLOID NEWSPAPERS

The Weekenders

MECHANICAL REQUIREMENTS

All ads must be at least as many inches in depth as in number of columns wide.

Double truck - 13 columns x 21".

Broadsheet page size is 13" wide x 21" deep (image area).

Ads measuring over 18" deep will run and be charged as 21".

All news columns are Standard Advertising Unit widths (12 1/2 picas = 2 1/16 inches) with a 1 pica gutter.

Deadlines available upon request.

DISPLAY AD SIZES IN INCHES

1 column	.2 1/16
2 columns	.4 1/4
3 columns	.6 7/16
4 columns	.8 5/8
5 columns	1.0 13/16
6 columns	1.3 00

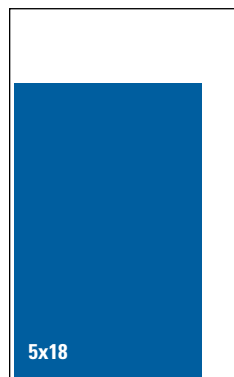
frequently used ad sizes

broadsheet



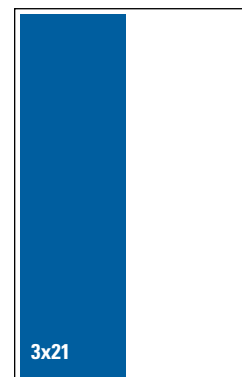
6x21

Full Page
126 column inches



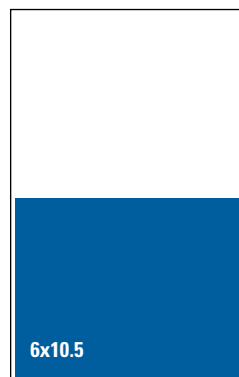
5x18

Junior Page
90 column inches



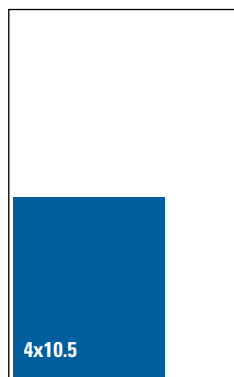
3x21

1/2 Page
63 column inches



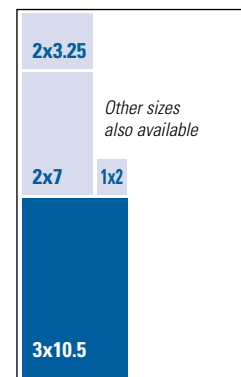
6x10.5

1/2 Page
63 column inches



4x10.5

1/3 Page
42 column inches



3x10.5

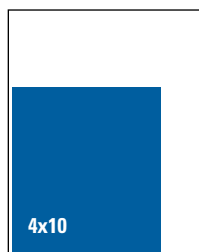
1/4 Page
31.5 column inches

Other sizes
also available



5x13

Full Page
65 column inches



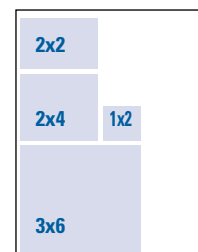
4x10

Junior Page
40 column inches



5x6.5

1/2 Page
31.5 column inches



3x6

Other sizes also available

tabloid



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